



Are We So Different?™

Website Summative Evaluation

Preliminary Results

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Preliminary sample of 45 people:

- **Largest age group of visitors is 21-40 (53%)**
- **$\frac{3}{4}$ are female**
- **Half have graduate or professional degrees**
- **They visit websites several times a day for information.**



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Ethnicity of sample:

- African American or Black 16.3%
- White 55.8%
- Hispanic or Latino 2.3%
- Asian or Pacific Islander 4.7%
- Native American or Alaskan Native 2.3%
- Other (please describe) 18.6%



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Did you find what you expected to find in this website?

- **Yes** **73.3%**
- **No** **26.7%**



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Did you have any difficulty finding your way around the site?

- **No** **97.8%**
- **Yes** **2.2%**



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How would you rate the design of this website?

% Very Good or Excellent

- **Images** **78%**
- **Use of Color** **71%**
- **Navigation** **73%**
- **Overall Design** **80%**



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Rate the content

Pretty Much to very much

- **Interesting** 84%
- **Clear** 84%
- **Organized** 77%
- **Informative** 75%
- **Overall Rating** 77%



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What did you like best?

- *The quizzes.*
- *I's written for a general audience, but doesn't talk "down" to the user.*
- *The timeline (3)*
- *DNA video and height example*
- *I like the didactic and interactive material.*
- *I liked the mixture of surveys and video.*
- *The lived experience section (2)*
- *Historical information (2)*
- *Imaginative presentation.*
- *Blogs*
- *Images*



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What would you like to change?

- **Nothing** 67%
- **Suggested changes** 33%



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Has this website altered the way you think about race or human variation?

- **No** **56%**
- **Yes** **44%**



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How does this website compare to other sites?

- **Very good or Excellent 69%**



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Will you visit this website again?

- Yes 87%
- No 13%



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Will you recommend this site to others?

- Yes 92%
- No 13%



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Anything else?

- *Thanks for giving us resources we can use for mentoring purposes.*
- *...the site has not changed the way that I think about the issue. It does, however, offer me a way to share this information with friends, students and other people who are not regularly exposed to this information in a user-friendly way. Thanks.*
- *Thanks for making this project!*
- *Very informative. History of scientific studies was especially interesting.*
- *Keep up the good work!*